

Historic, Archive Document

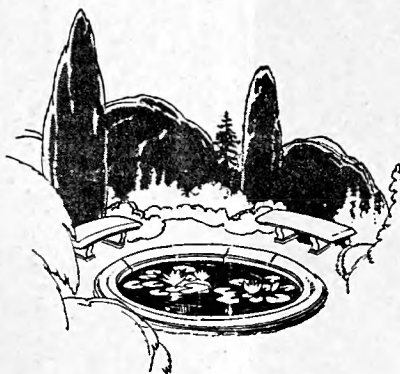
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1940



NIPPON GOLDFISH CO.

NIPOGOLD PRODUCTS SINCE 1911

1919-21 BUSH STREET : TELEPHONE WEST 2415 : SAN FRANCISCO

San Francisco's Exclusive Aquarium

GENERAL INFORMATION

TERMS: Cash with Order. No C. O. D. shipments of live stock goods. All prices are quoted net f. o. b. San Francisco, California, and subject to change without notice.

SHIPPING: The best of care will be taken in selecting, packing and shipping your order.

Fish will be sent in cans which are furnished at cost (25c to 50c); for larger orders of fifty or more, cans are loaned without charge, but they must be returned immediately by prepaid express (20c per can from anywhere in the United States). Each returnable shipping can holds an average of about fifty fish and the gross weight is about 40 pounds.

Shipping season for fish: Goldfish may be shipped safely except in extremely hot weather. Tropical fishes are best sent during the warm months, but we have been successful in shipping them in all but the coldest winter weather.

ADJUSTMENTS: Although in practically all cases we ship successfully to all parts of the United States, losses will occur at times. Once the fish are delivered to the express company, we have no way of controlling conditions thereafter.

We shall, however, make liberal adjustments upon receipt of a Bad Order Report filled out completely by the Railway Express Agency. Any claim should be promptly filled out upon receipt of the merchandise.

PERISHABLE OR FRAGILE GOODS will be sent by express. Light or small articles may be sent by parcel post. Heavy or Bulky Goods which do not require immediate delivery will be sent by freight to reduce transportation charges.

SELECTION AND SUBSTITUTION: We are always glad to suggest selections of fishes and plants suitable for your pool or aquarium. Sometimes, due to unusual demands, we may lack certain items ordered and unless otherwise instructed, we shall substitute to avoid delay in sending your order.

We shall ship with the understanding that the above conditions have been agreed to by the purchaser.

THE AQUARIST'S BOOKS

At all time, we shall be glad to furnish information on the care of fishes in ponds or aquariums. However, we would recommend that you keep on hand, for ready reference, a copy of any one of the following books listed below. These authoritative books will give you detailed information on the proper methods of handling your fish.

"COMPLETE AQUARIUM BOOK"

by William T. Innes ----- \$1.00
300 pages, well illustrated with over 200 illustration, diagrams and full color plates. The book is written for the beginner as well as for the advanced expert (This book formerly sold @ \$4.00)

"EXOTIC AQUARIUM FISHES"

by Wm. T. Innes ----- \$5.00
A Deluxe portrait album of tropical fish with beautiful color plates. The Aquarists book of books. 468 pages, illustrated by 300 photographs and 43 natural color plates.

"TROPICAL FISH FOR THE HOME THEIR CARE AND PROPAGATION" by F.H. Stoye ---- \$4.00
The Encyclopaedia of Tropical Aquarium fishes. The most comprehensive work in the field. Describes 400 species and about 30 varieties with 345 illustrations.

"GOLDFISH AND THEIR CARE" ----- .10¢

"PRIMER OF FISH BREEDING" ----- .25

"75 IDEAL COMMUNITY FISH" ----- .50

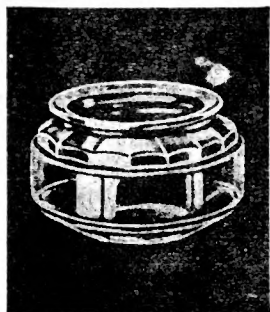
"JAPANESE GARDEN LANDSCAPE" ----- .35

"1001 QUESTIONS ANSWERED ABOUT YOUR AQUARIUM" by I.M. Mellen-R. Lanier \$3.00
Mr. Robert Lanier-co-author of this book is Asst superintendent of the Steinhart Aquarium, who has written this book from years of actual experience.

"LOVE AND LIFE IN THE AQUARIUM"

by C.H. Peters ----- \$3.75
Magazine Subscription "Aquarium" Yr 2.00

ALL CLEAR GLASS FISH BOWLS



STYLE No. 190
(Squat Shape)

THE ALL GLASS BOWLS are still the favorite goldfish and Gold-minnow containers. Small glass bowls come very handy in display of fish and for breeding purposes.

(Examine all glassware on arrival and place any claim for damage with the transportation company in case of breakage. We are not responsible for breakage in transit.)



STYLE No. 70
(Drum Shape)

NO - 191	----	1	QUART	Capacity-----	.25¢
NO - 192	----	1/2	GAL	"-----	.50
NO - 193	----	1	"	"-----	.75
NO - 194	----	2	"	"-----	1.00

NO - 70-1	----	1	QUART	Capacity ----	.25¢
NO - 70-2	----	1/2	GAL	"-----	.50
NO - 70-4	----	1	"	"-----	.75
NO - 70-8	----	2	"	"-----	1.00



NATURAL LARVAE ROCK

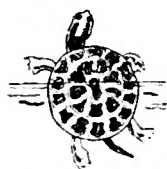
ORNAMENTAL CENTERPIECES



ORNAMENTAL PUMICE STONE

"WEDDED ROCK" PRICE .35¢ (Hand Carved Decorative Centerpiece)

SMALL	.35¢	Each
MEDIUM	.50	"
LARGE	.75	"
EX LARGE	1.00	"



SMALL TURTLES

GEOGRAPHIC COIN TURTLES

GREEN COIN TURTLES

TURTLE FOOD

GEOGRAPHIC COIN TURTLES	-----	.15¢	Ea
" " "	-----	medium	.25
COLOR COIN TURTLES	-----		.25
TURTLE FOOD		Ground Shrimp	Pkge .10
" "		Dried Insects	" .10
TURTLE TANK	TT-1	8 x 8 x 4 in deep	Ea .75
" "	TT-2	12x 9 1/2 x 6 1/2	" " 1.45
TURTLE BOWLS	Squat Shape	1 Gallon	.75



"NIPOGOLD"

GROUND SHRIMP

Pure imported SHRIMP made from small Japanese Shrimp of unusual excellence. It contains valuable food elements which promote the health and growth of all Aquarium Fish.

PER HALF POUND Package	-----	.25¢
PER POUND BULK PACKAGE	-----	.45

(May be obtained in Fine, Med & Coarse)

DIP NETS

3-1/2" Small Triangle Cloth Net	-----	.10¢
4-1/2" Medium " " "	-----	.15
4 inch Square Tropical net Small	-----	.15
5 " " " " Medium	----	.20
6 " " " " Large	-----	.25
8 " " " " Ex large	----	.35
4" Round fine mesh Net, suitable for Daphnia and Brine Shrimp	-----	.25

An indispensable equipment for catching and transferring Tropical and Goldfish.)

4 "Nipogold" Superior Quality Aquariums

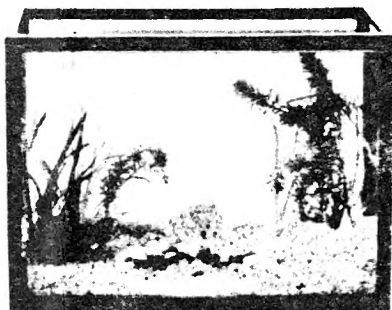
"NIPOGOLD" AQUARIUMS are of high quality, and they are not expensive. By specializing in what we have found to be the best selling sizes, and using modern methods of manufacture, we are able to offer these aquariums at the following reasonable prices. There is no charge for packing.

SEVEN POINTS OF SUPERIORITY

1. Made of nationally known durable products.
2. Substantially modern design and construction.
3. Careful, experienced workmanship.
4. Pleasing, lasting appearance.
5. Guaranteed leak-proof and free from defect.
6. Lowest price for quality given.
7. BACKED BY CONTINUED EXPERIENCE "SINCE 1911."

LIST NUMBERS:

- "G" Glass bottom.
- "L" Straight legs without top frame.
- "O" Straight legs with top frame.
- "A" Ornamental legs.
- "C" Countersunk top frame.
- "N" Flat bottom with no legs.
- "TT" Turtle tanks.



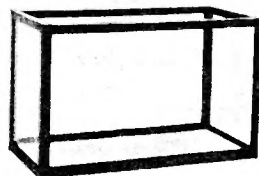
GLASS BOTTOM STOCK AQUARIUM

SPECIFICATIONS

Frame: Galvanized steel sheets or Keystone copper steel galvanized iron.
 Glass: Libby-Owen-Ford flat drawn sheet glass.
 Feet: Of cast ornamental metal ("A" series).
 Finish: All aquariums are finished in high grade Fullerac Industrial lacquer.



Stock No. (Glass Bottom)	Measurement			Capacity (Gallons)	Per—Each \$ 1.00
	L	W	H		
GL — 1	10	x 5 1/2	x 8	1 3/4	1.45
GO — 2	12	x 6 1/2	x 9	2 1/2	1.95
GN — 3	14	x 8 1/2	x 10 1/2	5	1.75
GA — 1	12	x 6 1/2	x 9	2 1/2	2.25
GA — 2	14	x 8	x 10	4	2.95
GA — 3	16	x 9 1/2	x 10	6	3.75
GA — 4	18	x 11	x 12	8 1/2	4.25
GN — 5	24	x 8 1/2	x 12	10 1/2	4.25
GN — 6	24	x 9 1/2	x 12	10 1/2	4.25



De Luxe Stainless Steel Aquariums

"NIPOGOLD" DE LUXE STAINLESS STEEL AQUARIUMS are made from USS 18% Chrome and 8% Nickel stainless steel metal, from which we have fabricated aquariums of enduring beauty and distinction. It is excellent in general corrosion resistance, and is non-tarnishable and keeps a lasting high polish. Libby-Owen-Ford double strength flat drawn glass, and a 1/4" slate bottom are used for durability. Countersunk top frame is provided for installation of glass cover sets.

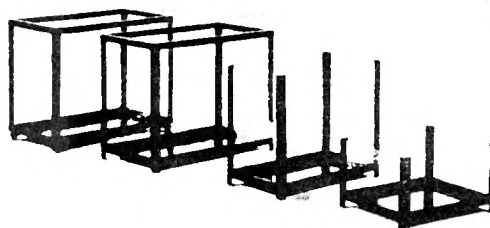
Stock No.	Measurement			Capacity (Gallons)	Price Each
	L	W	H		
SSN — 2	10	x 6 1/2	x 8	2	\$4.25
SSN — 3	16	x 8	x 10	5 1/2	6.75
SSN — 4	20	x 8 1/2	x 12	8 1/2	10.75
SSN — 6	24	x 8 1/2	x 12	10 1/2	12.95
SSN — 28	28	x 10	x 14	18	19.00
SSN — 32	32	x 12	x 14	23	25.00

AQUARIUM

5

These Aquariums are of exceptionally heavy construction, and are ideal for the larger fishes. A large body of water makes a beautiful display and allows a natural setting that any group of exotic fish would enjoy. Steel angle iron frames, welded and ground smooth at all joints, slate bottom and plate glass sides are used. Besides the sizes listed, we are glad to quote on any special size desired, without any obligation on your part.

CAPACITY		L	X	W	X	H	PRICE
15 Gallons	-----	28	x	10	x	12	\$10.00
18 "	-----	24	x	12	x	12	12.50
20 "	-----	30	x	12	x	12	15.00
25 "	-----	36	x	12	x	13	20.00
30 "	-----	36	x	12	x	16	22.50
35 "	-----	40	x	14	x	14	25.00
40 "	-----	36	x	16	x	16	27.50
45 "	-----	40	x	14	x	16	30.00



GA 1 GC 2 GL 1 HI 1

GALVANIZED FRAME WITH DURABLE SLATE BOTTOM AQUARIUMS

Stock No.	Measurement			Capacity (Gallons)	Price Each
	L	W	H		
SN — 4	18	x 11	x 12	8 1/2	\$ 4.75
SN — 5	20	x 11	x 12	11 1/2	5.60
SN — 24	24	x 12 1/2	x 14	18	8.50
SCN — 24	24	x 12 1/2	x 14	18	9.50
SN — 28	28	x 10	x 14	18	10.50

GUARANTEE: All "NIPOGOLD" Aquariums are guaranteed against defective material and workmanship. Our aquariums are packed carefully and we are not responsible for damage in transit, or damage due to improper handling. Please examine shipments upon arrival and place any claim for breakage with the transportation company.

PECORA AQUARIUM CEMENT

Pecora elastic Aquarium Cement is used in manufacture, and seals joints perfectly. An aquarium is only as good as its Cement.

Ready for use: "Q-4" type, soft and pliable in convenient 1 LB cans ----- .30¢
In bulk form of 5 pounds or more ----- .25

Aquariums made to order. We also repair tanks and reglaze leaky aquariums.

AQUARIUM SAND AND GRAVEL

Aquarium River Gravel	-----	LB	.01¢
White Monterey Sand	-----	"	.02
Pescadero pebbles	-----	"	.05
Polished Imported Pebbles	-----	"	.10
Colored and Pearl Chips	-----	"	.20
Ornamental Black Larva rock	---	Each	.25
Hand carved Pumice Stone	Small	"	.35
Med size	.50¢ Large .75¢ Ex Lge		1.00
Glazed China Ornaments	Small	Each	.10
"Wedded Rock" Centerpiece	"		.35

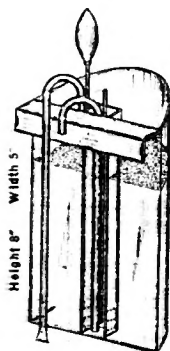
FORSHAW'S ALL-CELLULOSE FILTER

AQUARISTS!

No parts to rust or corrode. Works equally well in Fresh or Salt Water. Simple to operate. Just turn on the air, squeeze the rubber ball, then release, and the syphon starts.. Capacity 300 gal in 24 hours. Can be connected with any aerator and is just the thing to keep up your Aquarium Crystal Clear.

Price complete with special charcoal----

SENIOR ALL-CELLULOSE FILTER CAPACITY 600 GAL IN 24 hours ----- \$8.50



IF YOU WANT THE BEST YOUR MONEY CAN BUY. ASK TO SEE FORSHAW'S ALL-CELLULOSE FILTER.

6



The Water Lily Pool is always picturesque, with its waxy round leaves and rainbow blossoms lazily floating on the surface of the outdoor pond, but when you add gay-colored fancy Goldfish varieties and other curious semi-aquatic denizens, you have at once a complete charming and alluring picture of a natural and decorative water garden. Listed below are some choice fancy Goldfish varieties.

COMET-TAIL GOLDFISH

	Price Each
Small (2 to 3-inch).....	\$0.10
Medium (4 to 4½-inch).....	.15
Large (4½ to 5-inch).....	.25
Extra Large (5 to 6-inch).....	.35
Fancy (6 to 7-inch).....	.50
Breeders.....	.75-\$1.00

SHUBUNKIN STRAIGHT TAIL

Small (2 to 3-inch).....	\$0.10
Medium (3 to 4-inch).....	.25
Large (4 to 5-inch).....	.50
Fancy.....	.75
Extra Fancy Breeders.....	1.00

CALICO FANTAILS

Small (2 to 3-inch).....	\$0.15
Medium (3 to 4-inch).....	.25
Large (4 to 5-inch).....	.35 - .50
Extra Large.....	.75 - 1.00
Fancy Breeders.....	2.00
Extra Fancy Breeders.....	3.00

Note: Rare show specimens of Lionheads, Orandas, Celestials and Calico Orandas are available during spring and fall seasons. Prices of different types will gladly be mailed upon request.

SHALLOW-WATER PLANTS

	Price Each
Water Iris.....	\$0.25
Pickeral Rush.....	.25
Arrowhead, each.....	.15
Giant Sagittaria.....	.15
Water Snowflake.....	.15
Water Poppy.....	.10
Water Hawthorne.....	.25
Water Hyacinth.....	.10
Umbrella Plant.....	.20

FISHFOODS

	Per Pkg.
Ground Shrimp (shaker can).....	\$0.10
Ground Shrimp, 8 oz.....	.25
1 lb.....	.50
Tamafood.....	.10
2 oz.....	.20
½ lb.....	.50
1 lb.....	.90
TAMA-SHRIMP (combination of above)	
½ lb.....	.60
1 lb.....	1.00
Cereal Food, Small.....	.10
Large.....	.25

FANTAILS

	Price Each
Small (2 to 2½-inch).....	\$0.15
Medium (3 to 3½-inch).....	.25
Large-Medium (3½ to 4-inch).....	.35
Large (4 to 4½-inch).....	.50
Fancy.....	.75 - 1.00
Extra Fancy Breeders.....	1.50 - 2.50

BLUE AND GOLDEN CARPS

Small (3 to 4-inch).....	\$0.15
Medium (4 to 5-inch).....	.25
Large (5 to 6-inch).....	.35
Extra Large (6 to 7-inch).....	.50
Fancy.....	.75 - 1.00

TELESCOPES—CALICO AND MOORS

Small (2 to 3-inch).....	\$0.15
Medium (3 to 4-inch).....	.25
Large (4 to 4½-inch).....	.35 - .50
Extra Large (4½ to 5-inch).....	.75 - 1.00
Fancy.....	2.00
Extra Fancy Breeders.....	3.00

MISCELLANEOUS

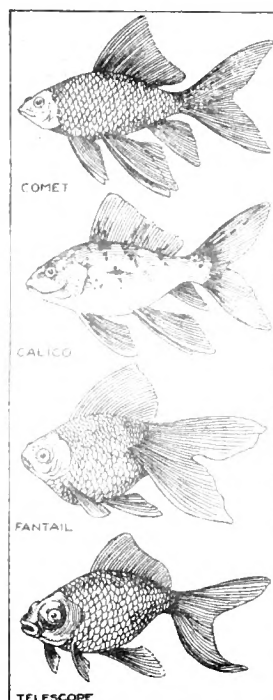
	Price Each
Booklet—Japanese Garden Landscape.....	\$0.50
Fish Nets, 7-inch.....	.25
10-inch.....	.50
12-inch.....	.75
Fish Remedy, Fungicide, per bottle.....	.25
Scavengers:	
Fresh-water Mussels.....	.10
Large Trap-door Snail, .05; 6 for.....	.25
Scavenger Fish (Dojo).....	.20
Japanese Water-Dogs.....	.10
Ornamental Volcanic Rocks.....	.35
River Gravel (100-lb. sack).....	\$1.00
Green Coin Turtles, each.....	.15

IMPORTANT CAUTION: Do not put Goldfish in a NEW cement pool until the alkali has been removed by draining the pool at least four or five times, during the period of over three weeks. This procedure will remove the lime, which is very injurious to plants and fish. The alkali may also be neutralized by the use of strong vinegar, one quart to 100 gallons of water. Allow it to remain in the water for two or three days, then drain the pool and clean it thoroughly. ALWAYS TEST NEW POOL WITH A DOZEN OR MORE INEXPENSIVE GOLDFISH.

FEEDING: Fishes in the pool will do better if fed every day with such "Nipogold" Pool Fishfood as are suggested above. During winter months feed about every other day. Do not feed Goldfishes any more than they will clean up in ten to fifteen minutes for they are soon killed by over-eating. The morning hours are the best for feeding Goldfish. Write for our free pamphlet "Successful Aquarium."

GOLDFISHES

for Pools and Aquariums



GOLDFISHES

SMALL GOLDFISH COLLECTION

2"—3½" Fills One Can

12 COMET TAILS	1.20	A	\$5.50
12 SHUBUNKINS	1.20	VALUE	
6 BLACK MOORS	1.20		
6 FANTAILS	.90		
12 CALICO FANTAILS	1.20	Special	\$4.80



Water Hyacinths

EXTRA LARGE GOLDFISH COLLECTION

4" - 5" Fill One Can **A** \$5.10

12 COMET TAILS	\$3.00	VALUE	
6 SHUBUNKINS	2.10		
SHIPPING CAN	.35¢	Special	\$4.80



SPAWNING OF GOLDFISH



Spring is the natural breeding season of all varieties of goldfish. The breeding of goldfish is one of the most fascinating and instructive diversions for both young and old. Breeding of goldfish is not difficult and may be undertaken by beginners with reasonable prospects of success.

The first step of importance for successful spawning is to be certain of mated pairs. For beginners it is somewhat difficult to determine offhand the sex of goldfish. In most cases, females are larger and more rounded than the males. However, for accurate distinction, small tubercles on the gill plates always appear on matured males during spawning season. Also on the upper surface of the front fins below the gill plates, called the pectoral fins, there will be found a row of small pin heads which give the appearance of the edge of a saw.

The spawning season in California usually starts about April and continues through summer until about the early part of September. In most cases the largest and hardest spawn is found during the early spring months. As spawning time approaches, fish should be well fed with nourishing food. Spawning starts at daybreak and continues up to about noon.

Floating aquatic plants are preferable for the Goldfish to deposit their eggs upon. As soon as it is noticed that these plants are covered with spawn, they should be removed immediately from the pond and put in a separate pond or container. This is done to prevent the parents from devouring the eggs. Of the various floating plants, the Water Hyacinth is recommended as best suited for spawning purposes. The females will swim up to the roots of the water hyacinth and drop the eggs, which adhere to the hair-like roots. The males, in close pursuit, almost instantly pass over these eggs and fertilize them. The spawning action, to the uninitiated, has the appearance of a furious chase between two groups of goldfish.

The eggs are of amber color and adhere individually to the floating plants. The hatching period is from 7 to 14 days, depending entirely upon the temperature of the water. A few days after hatching, they will commence to take microscopic animal life called "infusoria" which is usually found in old pools, and later will subsist on strained yolk of hard boiled egg and finely powdered shrimp food.

SHALLOW WATER and BOG PLANTS OXYGENATING PLANTS for Pools and Aquariums

to keep the water clear and pure

You Will Need these Plants to Complete Your Pool



Water Hyacinths



Cabomba



Water Poppy



Anacharis

- CABOMBA VIRIDIFOLIA:** The most used variety. Graceful and feathery, grows entirely submerged and furnishes oxygen for the fishper bunch .10¢
- ANACHARIS CANADENSIS GIGANTEA:** Perhaps the very best oxygenator of them all. Grows rapidly and is beautifully green....per bunch .10¢
- LUDWIGIA MULERETTI:** Grows partly submerged, has tiny yellow flowers, ovate green leaves, red beneath.....per bunch .10¢
- VALISNERIA SPIRALIS:** Long ribbon-like leaves. Attractive and useful in aquariums.....each .10¢
- SAGATARIA SIENSIS:** Broad strap-like leaves of dark green.....each .10¢
- HORNWERT (COONTAIL):** Finely dissected leaves of deep green.....each .10¢
- PARROT'S FEATHER:** Bright parrot green whorls of filmy foliage. Grows on top of the water.....per bunch .10¢
- WATER HYACINTH:** The well known floating plant, with glossy green leaves and lavender flowers.....each .10



Sagittaria Sinensis



Vallisneria

FLOATING PLANTS



SOME of the finest aquatics will grow and bloom merely floating on the water surface, deriving nourishment from the air and water. In nature they drift to shallow water where the roots soon anchor and growth is very rapid. In other words, Floating Aquatics are always at home in any pool.

AZOLLA (Azolla caroliniana). Small crinkly, green plants resembling floating leaves of arborvitae. Strong sunlight turns Azolla a deep red. Per portion, .10¢

DUCK WEED (Lemna minor). Appears as a series of green polka dots on the surface. The small roots are much appreciated by goldfish. Hardy. Per portion, .10¢

SALVINIA (Salvinia braziliensis). Dainty leaves of soft green, covered with a velvety nap of tiny hairs. The growth forms an attractive chain of these leaves which are about 1/4 inch in diameter. Popular as an aquarium plant. Per portion, .10¢

WATER IRIS

Water Iris are beautiful both in flower and foliage. They thrive in either damp soil in the margin about the pool or preferably in shallow water. If the containers in which they are grown are raised to within 1 to 2 inches of the surface they will grow luxuriantly.

.25¢ PER ROOT
.35¢ POTTED



Ludwigia

Submerged or Oxygenating Plants

Whatever the size or style of the pool, you will wish the water to be pure and clear. Plants growing under water absorb impurities and release oxygen to destroy them. Oxygenating plants are indispensable when fish are present as they provide a perfect balance for the animal life. Submerged plants also provide cover and protection to baby fish should any be hatched in your pool. The use of submerged or oxygenating plants in aquariums is more fully discussed under the heading of oxygenating plants



NATURAL Ponds have a profusion of flags, rushes, reeds and small flowering plants which delight the eye. Your pool will be more attractive and much more naturalistic when planted with clumps of these ornamental and semi-tropical plants.

We have divided our list of Shallow Water and Bog Plants into hardy and tropical varieties for your convenience in making selections. However, both groups should be included in your planting, and our collections are made accordingly. The rich, luxuriant foliage of the tropics gives an effect that is not obtainable when only hardy varieties are used.

SCAVENGERS

for Pools or Aquariums

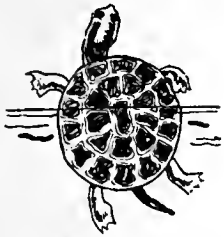


JAPANESE SNAIL

CLAMS or FRESH WATER MUSSELS. An effective remedy for green or cloudy water. The clam lives by filtering the solid nourishment out of great quantities of water, leaving it crystal clear. They operate best in a few inches of soil or sand where they travel about occasionally and feed with shell or edge half buried in the earth. Use plenty of them and notice the difference in your pool. 3 FOR .25¢



CLAM WORKING IN SAND



SMALL TURTLES

JAPANESE SNAILS (Viviparus malleatus). These large, hardy snails should be in every pool and aquarium. They devour algae and green scum and thus help to keep the water clear. 6 FOR .25¢



RED RAMSHORN SNAIL



WEATHER FISH

GEOGRAPHIC TURTLES. The most popular item in this list though admittedly more ornamental than useful. Little fellows about two inches across and with curious mosaic or maplike designs on both upper and lower shells. Like all water turtles they like to sun themselves and while waiting for lily pads to grow, they should have a rockery or floating board for this purpose. .15¢ EACH

SPOTTED WEATHER FISH OR DOJOS. A curious eel-like fish 4 to 6 inches long with a curious habit of inhaling sand and blowing it back through the gills. It is a most excellent scavenger, besides providing a natural cultivation for aquatic plants. Requires shipping can. 2 FOR .35¢



GREEN FROG

GARDEN TOOLS AND ACCESSORIES

HAND SPRAYERS

FERTILIZERS

SHEARS AND PRUNERS

"VIGORO" Plant Food	1 LB Pkge	.09¢	5 LB Pkge	.43¢
STIM-U-LANT Plant Food	-----			.30
Acme ANT-KILL for the Garden and greenhouse				.34
RED ARROW GARDEN SPRAY				.35
CALIFORNIA LIQUID FERTILIZER "No Dirt-No Dust-No Odor" Sm				.40
	Small bottle 8 Fl Oz.		Large 1 Pint	.65
NEW SNAROL Kills garden snails	1 LB	.24	2½ LB	.48
CALA-BONE Plant food	5 "	.39	10 "	.64
BLACK LEAF An effective insecticide				.34
MAPCO "Bordelo" Funducide				.35
Quality Grass Shears and PRUNERS		.50¢	.75¢	\$1.00
HUDSON SPRAYER		.24	.49	1.10
FLORAL VITAMIN "B"				.49
"GROZIT" SHEEP MANURE			LB	.05
FERRY SEEDS				

Flower and Vegetable seeds



SNAROL—The NEW SNAROL utilizes that marvelous new destructive agent—METAL-DEHYDE. More effective than ever in the control of snails and slugs. Easy to apply—just place small piles a few feet apart in the garden, and the pests are attracted to the material and are destroyed. Snarol will not deteriorate from rain or sprinkling and also is non-injurious to vegetation when used according to simple directions.



Continous Sprayer

ACME ANT-KILL

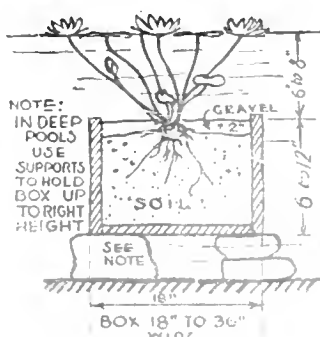
The safety cups will not tip over when anchoring device is in place. Safe around children and pets. The syrup attracts the worker ants which carry it to the nest, destroying the entire colony.



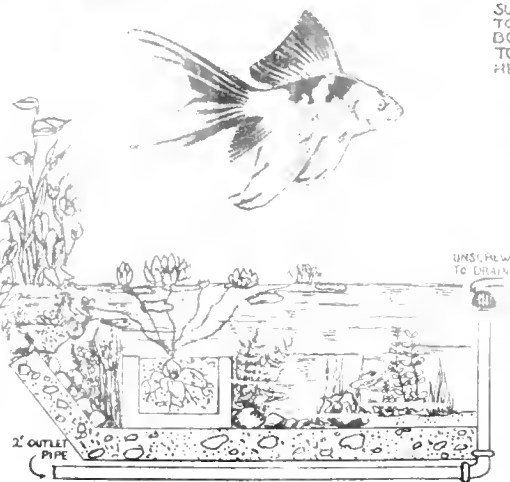
How to Grow Water Lilies

*Your Questions
on Culture are
answered here.*

*Please read these
directions before
writing us.*



How to Plant Water Lilies



CONCRETE MIXTURE

Use three wheelbarrows full of gravel, two wheelbarrows full of sand and one sack of cement. This makes a good concrete mixture for the average pool. For finishing work you should use a wheelbarrow three-quarters full of sifted sand to one sack of cement. All concrete work should be in the neighborhood of six inches thick. Reinforcing of this concrete may be accomplished through the aid of ordinary chicken wire laid in the center of this concrete. The sloping walls of the informal pool have a great tendency to prevent breakage as the pressure exerted when the water freezes during the winter time is not as great as if the walls were straight. Therefore, the slanting walls really have two good features; one is that they do not crack as easily during the winter time, and the other that it is much cheaper to build the walls than if you would have to build a form to retain them.

FISH CAN NOT BE PUT IN A NEW POOL

A newly constructed pool must be seasoned. That is, when the pool is filled with water for the first time the water absorbs the lime contents in the concrete. This is fatal to the fish as their fins get ragged and rotten. It usually ends in Fungus which is a white cotton like growth on their fins, tails, and body.

THE SUCCESSFUL WATER GARDEN

The success with water gardens depends on quite a number of features. One of the most important of these features is sufficient sunlight and equally important is the depth of the pond. A number of subjects may be taken into consideration when you determine the depth of your pool. If you only consider the planting of water lilies, then your pool will be deep enough if you make it from 18 to 20 inches, but if you want to keep goldfish in your pool and you want to keep them over the winter, you should have a certain water depth of usually about 36 inches, and in some localities even deeper water is required. One can readily understand that everything should be taken into consideration in order to have the type of pool that will take care of your particular requirements.

HOW TO KEEP THE POOL CLEAR

While plenty of sunlight is absolutely necessary for the proper growth of water lilies, the bad feature of this excessive sunlight is that it turns water green.

Many inquiries are received from people each summer as: "What can I do to keep the water clear?" While chemicals may be resorted to, it is best to refrain from using them. It is excessive sunlight that creates the bacteria formations that causes water to turn green and it is subdued light that will reverse the course and clear the water on its own accord. In other words, if you were to take a bottle or glass jar full of this green water from the pond and place it in your basement, in about a week this water would be clear. Therefore, it is not possible to have a clear pool unless you plant enough water lilies to cover at least 60 or 70 per cent of the water surface with the leaves. If you create enough natural shade for the body of water, you will have a nice clear pool.

HOW TO PLANT. Water Lilies are easily grown. In natural conditions Water Lilies root in rich soil in the shallow water of a marsh or pond where there is plenty of sunlight. These conditions are easily reproduced in the garden.

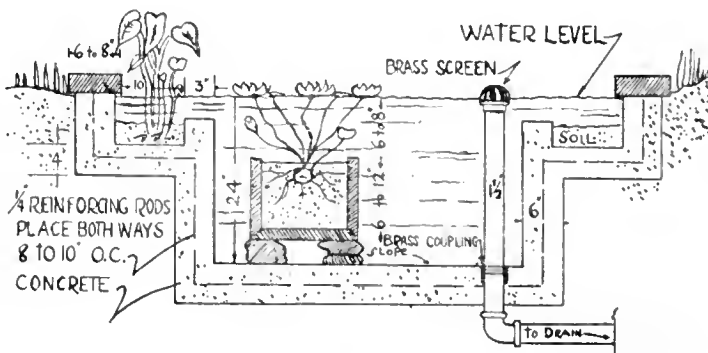
In a natural pond the Water Lilies may be planted where the water is 1 to 2 feet deep. If the bottom is sand or gravel, the roots may be planted in a basket of soil and sunk an inch below the bottom level. Otherwise they may be simply pushed under the soil or anchored with a stone if the bottom is too soft to hold them.

Small pools, including tubs, may best be partly filled with soil—6 inches of soil, 6 inches of water is correct. In larger pools a satisfactory method is to use tubs or boxes and plant in the manner illustrated in the diagram.

At least one cubic foot of soil should be allowed for each Water Lily, and more if possible. To obtain satisfactory growth in boxes they must be large enough to provide plenty of nourishment. A single plant in a box 2 feet square and a foot deep, filled with proper soil, will develop remarkable blooms.

It is best (though not necessary) to have a separate container for each Water Lily, as the leaf-spread averages 3 feet in diameter. Shallow water plants should be planted in containers separate from the lilies.

It is poor practice to drain the pool before planting. Boxes and pails in which the lilies are planted can be easily set in the pool. It is also quite simple to set plants in soil beneath the water, as we always do in commercial propagation.





HARDY WATER LILIES

7

WHITE SHADES

MARLIAC WHITE..... \$0.65

A vigorous variety; large flower of pure sparkling whiteness, with a center of cluster bright stamens, sepals flushed pink. Flowers freely, desirable and handsome.

GONNERE..... \$1.75

An exceedingly double flower. The petals are snowy white and there are so many that they resemble a snowball. A vigorous grower and king of the whites.

YELLOW SHADES

MARLIAC YELLOW..... \$0.65 (CHROMATELLA)

Has charming canary yellow flowers from four to six inches in diameter, with bright yellow stamens. The leaves are beautifully mottled with brown. The plant flowers freely, and is of easy, quick growth.

SUNRISE..... \$2.00

As the name suggests, it is a glorious clear yellow that opens earliest of all. A beautiful contrast in your pool.

YELLOW TO RED SHADES

COMMANCHE..... \$0.95

The best of all hardy lilies. Brilliant, glowing amber red with heart of fire. The flower opens a rich apricot yellow and then later changes to a sunset red shade.

PAUL HARIOT..... \$1.25

It is difficult to describe the beauty of this magnificent lily. The blossoms open a soft apricot yellow, changing to orange pink and on successive dates deepen to almost a red shade.

AURORA..... \$1.00

Aurora well deserves its name for its flowers run the gamut of sunset shades, opening first with a rosy yellow tinge and suddenly change to red orange and finally to deep red. Its stamens are orange red and the leaves are mottled with brownish red.



HOW TO PLANT WATER LILIES

Water Lilies are easily grown, even by those who have had no previous experience. For best conditions, a pool about 24 inches deep will give ample planting room, allowing at least one cubic foot of soil for each bulb, and 8 to 12 inches of water space for the leaves to spread out. For satisfactory growth, boxes or pots must be large enough to provide plenty of room for the messy roots. An ideal size is from 12 to 24 inches across. The best soil consists of a mixture of three parts of rich garden soil to one part of well rotted cow manure. If sheep manure is used, one part of sheep manure to ten parts of rich garden soil. After the lily bulb is planted, a layer of clean river gravel should cover all pots or boxes to prevent the soil from being stirred up. In setting the box into the pool, it is not necessary to drain the pool. Simply set the lily box slowly to the bottom of the pool and before long the leaves will gradually appear to the surface. If the pool is constructed too deep, an inverted pot or pedestal will bring the lily box closer to the surface. And finally, remember that plenty of sunshine is the best food for all lilies. For further information, write for our free pamphlet, "SUCCESSFUL WATER GARDENING."

RED AND VERMILLION SHADES

GLORIOSA..... \$1.95

A lily that is correctly named—glorious. A most popular red lily for any pool and blossoms are truly a remarkable red and is often 6 to 7 inches across, perfect in form and rather double.

ESCARBOUCLE..... \$1.75

The flowers are the most brilliant of all the red varieties, being a uniform vermillion shade.

CONQUEROR..... \$1.50

A very popular red lily, being a prolific bloomer. A deep red flower and the inside of the petals in white, making a pronounced contrast with the petals. The flowers are as much as 8 inches across and are continuously borne during the entire spring and summer.

ROBINSONI..... \$1.25

An old popular plant with warm red flowers and orange-red stamens. A pool is never complete without one of these as contrast to the other shades.



PINK, ROSE AND SALMON SHADES

MARLIAC PINK..... \$0.65

A vigorous grower and the most popular of this group, being easy to grow for the beginners. Flowers are distinctive and the best lilies for cutting. The blossoms are quite large, paler than the buds and sweet fragrant.

MASANIELLO..... \$0.95

Fragrant cup shaped flowers of soft rose which gradually deepen to pink dotted flower with carmine on slender stems. Broad leaves are deep green.

SOMPTUOSA..... \$1.50

Another variety of French origin and is exceedingly beautiful and attractive. Flowers are really enormous, very double and fragrant. The outer petals are rosy pink, gradually deepening towards the center, and lightly spotted with a deeper shade of color. Deep orange stamens complete the color combination.

TROPICAL FISH • ACCESSORIES

TROPICAL FISH AERATION AND FILTRATION EQUIPMENTS

FILTER PARTS AND SUPPLIES

Crystal Glass Wool	1 ounce	-----	.25
" " "	1/2 "	-----	.15
(1/2 oz will just about take care of one filter change)			
Marble Chips	1 LB	-----	.05
Charcoal	1 LB	-----	.10
(2 LB needed for 10" filter)			
Filter parts	10" complete set	-----	3.00
" "	12" " "	-----	2.50
"NIPOGOLD"	12" Complete filter		4.95
"NIPOGOLD"	10" " "		4.50
Forshaw's All	Celluloid Filter Junior		4.50
Forshaw's	" " "Senior		8.50

AERATION SUPPLIES

1/8" Red Rubber Tubing	6 Ft for	.25/Ft	.05
1/8" Celluloid tubing	3 " "	.25 Ft	.10
1/4" " "	(diameter)	Ft	.20
5/16" " "	" "	" "	.25
Round Stone	"Nipogold" Releasers		.35
Marco Releasers	-----		.50
Zenco Valves	-----		.65
Marco Valves	-----		.85
"T" and 4-Way Cross pieces	-----		.25
Air Tube Clamp	-----		.25
Chrome Deep-Sea Diver Releaser	-----		1.75
Porcelain Deep-sea diver releaser			.85
Junior Ball Releaser-extra fine spray			\$1.00

CHASE "L" SHAPE CHROME HEATER

THE CHASE HEATER is designed to lay on the bottom of the Aquarium, where the heat really belongs. The design is such as to afford the best possible circulation of the heated water, and is also easily concealed among the Aquarium plants so that it will not mar the beauty of the Tropical Aquarium.

CHASE HEATERS are guaranteed for 1 YR.

Each
75 - 100 - 150 Watts (12" deep) \$ 2.50
Special orders taken for deeper tanks.

"NIPOGOLD" CHROME HEATER

10-15-20-30-40 Watts	-----	Ea	1.35
25-50-75 Watts	-----	"	1.35
Heavy Duty Chrome Heater			
75-100-150 Watts	-----	"	2.00
"L" Shape Chase Heater			
75-100-150 Watts	-----	"	2.50

"NIPOGOLD" SUPREME Heater and
Thermostat Combination Sets---- 2.75
Suitable for Tropical tanks
from 4 to 8 gallons.

Guaranteed for a period of 6 months.



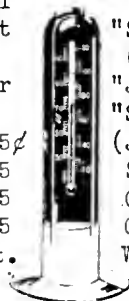
THERMOMETERS



Whether you have a Goldfish Bowl or a Tropical Fish Aquarium, it is wise to have a Thermometer to check the temperature of your Aquarium at all times.

5" Floating Imported type	-----	.35
6" Floating domestic	"	.25
4" Stationary type	-----	.25
Thermometer holder	-----	.15

It keeps it where you can easily read it.



HEATER AND THERMOSTATS

" THE SILENT WATCHMAN "

"Supreme" Midget model Thermostat	-----	\$1.75
(Guaranteed for 6 month)		
"Junior" Deluxe Thermostat	-----	2.25
"Senior" Deluxe Model	"	2.75
(Junior-inside adjustment		
Senior-outside adjustment - both		
Guaranteed for one year period		
Guaranteed for one year period .)		
WRITE FOR FREE THERMOSTAT FOLDER .		

HOW TO DETERMINE CORRECT WATTAGE OF HEATER

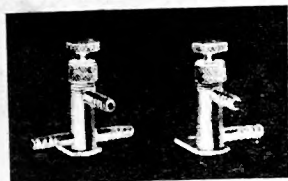
To figure approximate wattage for a given size aquarium, multiply the number of gallons by 3 watts. For example, a 5 gallon tank will take a 15W heater. This gives a temperature of about 12 degrees above the atmospheric temperature. This rule applies where the heater is not controlled by a Thermostat. When using a Thermostat, multiply the number of gallons by 6 watts; hence a 30W Heater for a 5 gallon aquarium.

FOR THE AIR MINDED 9

TROPICAL FISH AERATION AND FILTRATION EQUIPMENTS

WHY USE ARTIFICIAL AERATION ? WHY FILTER AQUARIUM WATER ? "Because the concentration of fish and plant life in an aquarium is much higher than is ever found in the natural state. Therefor artificial aids are necessary to maintain a satisfactory oxygen condition and to remove impurities caused by decaying plant matter and the natural elimination of the fish. The wise aquarist will avail himself of all artificial aids possible in order to assure himself that the water in the aquarium will always be acceptable to the most delicate fish"

MARCO VALVES

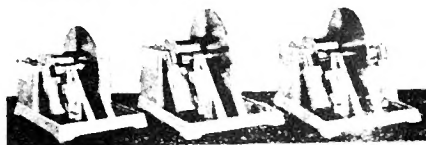


NO. 1 NO. 2

.85 CENTS EACH

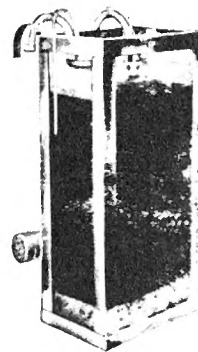
The Marco Valve is a little higher priced than the ordinary commercial valve, but comparison will quickly show its superiority. Fine adjustment and perfect control of the air flow are assured with Marco Valves.

MARCO PRODUCTS



Model A 12 Releasers \$12.00
Model B 24 Releasers \$21.00
Model B-2 36 Releasers \$26.00

A good pump will give the oxygen needed in the Aquarium and should operate smoothly and efficiently. It should be self-starting, non-reversing and built to give years of service.



10-inch-----\$10.00
12-inch----- 11.00

A good filter removes all foreign matter and purifies the water by eliminating all decayed organic matter.

WHITE MIST AIR PUMP AERATOR



WITH PLATE GLASS TOP
\$9.50

THE LATEST AERATION DEVICE ! which works on an entirely new aerating vibrating principle, that consumes very little current. This pump working 24 hours a day for 30 days, uses only .06¢ worth of electricity. Operates 1-8 releasers, or 1 filter and 2 releasers. Never needs oiling; absolutely guaranteed for one year; does not make any noise and does not interfere with your radio.

SPECIFICATIONS

Type -----Vibrator
Volts ----- 105 - 120
Cycles ----- 50
Watts ----- 1.88
Pressure ----- 4 1/2 LB
Air flow ----- 30 cu.in



\$7.50

IVORY LACQUERED CASE
\$ 7.50

F. O. B.
San Francisco

(Shipping Wt 4 Lbs. PP
.50¢ to anypart in the
United States.)

(Measures 4 x 4 x 8 in.
4 ft rubber tubing, 1
store releaser and 1
valve \$1.00 Extra.)

Write For Special Free WHITE MIST Folder.

TROPICAL FISH

LIVE-BEARING FISHES

	EA
Rainbow guppies -----	.10¢
Jumbo guppies -----	.25
Golden guppies -----	.25
Red moons -----	.30
Black moons -----	.30
Golden moons -----	.30
Blue moons -----	.30
Green swordtails -----	.35
Golden Swordtail -----	.40
Red Swordtail -----	.50
Liberty Mollienisia-----	.30
Black Mollienisia-----	.60
Platy Variatus -male----	.75
" " female-----	.35



MISCELLANEOUS FISHES

White Cloud Mt Fish----	.30
Cardinal fish-----	.25
Bitterlings - male-----	.25
Polycentrus Schomburgki .25	
RASBORA HETEROMORPHA----	1.25
Bee Fish -----	1.50
Pencil fish -----	1.00
Marble	
Silver Hatchet Fish---	2.00
Nannostomus marginatus	1.25
Nannostomus ananulus--	.75
Clown Loach-----	6.00

THE BARBS

	EA.
"Rosy" Barbs -----	.25¢
Striped Barbs -----	.25
Barbus Vittatus -----	.25
Barbus Oligolepis-----	.40
"Ruby" Barbs -----	.50
Barbus Sumatranus-----	.50
"Tetteya "Cherry barbs"---	.50

BUBBLE NEST BUILDERS

Indian Paradise fish----	.25
Albino White Paradise .35	
Red Paradise -new-----	.50
Blue Gourami-----	.25
Trichogaster Leeri-----	.25
3-Spot Gourami-----	.35
Dwarf Gourami-male-----	.75
Dwarf Gourami-female----	.50
Betta Splendens-males	1.35
Female Bettas -----	.35- .50

CICHLIDS

Jewel Fish -----	.25
Small SCALARES-----	.30
Medium SCALARES -----	.40
Cichlasoma cutteri--small-	.25
Cichlasoma festivum small-	.25

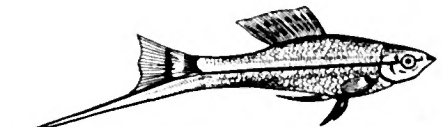
USEFUL SCAVENGERS FOR AQUARIUMS

	EA.
Spotted Dojo Weatherfish.	20¢
" " " Pair	.35
Corydoras Paleatus-----	.75
Corydoras Aeneus-----	.95
Corydoras Leopardus-----	1.25
Mystery Snails -----	.10



DANIOS

Zebra fish Pr .35¢-----	.20
Pearl Danio-----	.25
Giant danio-----	.25
Spotted Danio-----	.35



CHARACINS

Silver Tetra -----	.25
Tetra von rio "Flammeus"---	.40
Pristella riddlei -----	.40
Bloodfins-----	.40
Black Tetra -----	.40
"Featherfins" tetra-----	.35
"Head-and-Tail-light"-----	.60
Hyphessobrycon Rosaceous-	1.00
"NEON TETRA" -----	2.00

OXYGENATING PLANTS

BEAUTIFUL AQUATIC PLANTS

Anacharis, per bunch 8 pc.	.10
Cabomba, per bunch 6 pc.	.10
Vallisneria 4 pc per bu.	.10
Sagittaria Natan 5 pc "	.10
Sagittaria sinensis	.10
Cryptocoryne Willisii	.25
Cryptocoryne Cordata	.35
Cryptocoryne Griffthi	.50
Forntinalis breeding	.10
moss, per bunch.	
Riccia breeding moss	.10



Anacharis



Cabomba



Sagittaria

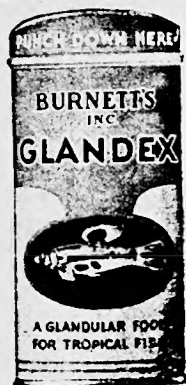


Vallisneria

TROPICAL FISH • ACCESSORIES

11

GLANDEX



LIVE FOOD

BRINE SHRIMP EGGS
(Artemia salina)

Hatch your own brine
shrimp eggs for your
Tropical fish fry.

TROPICAL FISH FOOD

The success with the raising and breeding of Tropical fish is greatly due to the nourishing food you feed them. Be sure that the diet is a varied one, based upon anyone of the popular food listed below.

"NIPOGOLD" TROPICAL FOOD	-----	.25¢
Fine, Medium & Coarse jars		
"NIPOGOLD" Ground Shrimp	per can	.10
"Bio-vita" Tropical food	" jar	.25
"GlanDEX"	" can	.25
"Dijesto"	" jar	.25

LIVE BRINE SHRIMP

"Shrimp Cocktail" for your fish
1 Pt ----.10¢ 1 Qt ----.15¢ 1 Gl .25¢

BRINE SHRIMP EGGS: The natural food for
your young fish. Single carton ---.35¢

"NIPOGOLD" FOOD



"NIPOGOLD" TROPICAL FOOD
may be had in bulk form
For breeders this is a
very economical way of
buying.

"NIPOGOLD" ECONOMY PKG."
in cellophane bag.
1/4 LB bag ----- .50¢
1/2 " " ----- 1.00
1 " " ----- 2.00



MISCELLANEOUS SUPPLIES

Glass Feeding Rings	Small	.10¢
Glass " "	Med	---.15
Catch Pipe for Baby fish	---	.50
Glass Dip tube	12"	.40
" " "	14"	.50
" " "	16" - 18"	.60
White Worm Feeders	-----	.15
"V" Shaped Breeding trap Ea		.75
Scrappers without handle		.10
Scrappers 16" wooden handle		.35
Reflectors with suction cup		1.25
Top Reflector with globe	12"	1.75
Top Reflector " "	23"	3.50

Heater Elements 10-15-20-30-40-60W	----	.35¢
" " 75-100-150 Watts		.50
Ornamental Sea-Horse Legs for corners of Aquariums.	Per Set Silver	1.25
	Per Set porcelain	.50
Plantings pots	Sm .05¢ Med .10 Lg	.15
Pecora Aquarium Cement	1 LB Can	.30
" " " 5 LBS or more		.25
Reflector Globes	-----	.25
TEST TUBES		
	Plain 1 x 8	.10
	Pyrex 1 x 8	.20
	" 1 x 10	.30
	" 1 x 12	.40

WATER TESTING KITS

AQUARIUM SERVICE

FISH REMEDIES

Ph Control Kits for determin-
ing the degree of acidity or
alkalinity of Aquarium Water.
For spawning of Tropical fish,
these kits are indispensable.

Whenever your Aquarium needs
a little cleaning, let our
"Aquascaper" tidy up your
tank.

1-3/4 Gallon - 2 1/2 Gal	---	.75
4 " "	-----	1.00
6 " "	-----	1.25
8 " "	-----	1.50
10 " "	-----	1.75
15 " "	-----	2.00
20 " "	-----	2.50

O'BEE TESTING KIT ----- \$1.75
CHAMBER'S " " ----- 2.00

"Hi-Ball" Water neutralizer
Plaster-of-Paris ----- .10
3 for .25

"NIPOGOLD" FUNGUCIDE .25¢
Blue Salt 5 ounce .30
Rock Salt ----- .05
Antidiscrassicum Sm .30
" Lg .50
Methylene Blue powder .15

"An ounce of prevention
is worth a pound of cure"

(To check the spread of
disease raise temperature
to about 82 degrees.)



NIPPON GOLDFISH CO.
1919-21 BUSH ST., SAN FRANCISCO, CALIF.

Sec. 562, P. L. & R.



Postmaster: If forwarded to a new address, notify sender
on Form 3547. Postage for notice guaranteed.

Everything FOR THE WATER GARDEN

WATER LILIES

MARLIAC TRIO \$ 1.50
(White-Yellow-Pink)
COMANCHE-orange .95
CONQUEROR RED 1.50

FANCY GOLDFISH

COMET TAILS DZ 1.00
FANTAILS " 1.50
BLACK MOORS, CALICO
FANTAILS, TELESCOPE

FISH FOOD

HYACINTHS 3 for .25
ANACHARTS 3 bun .25
CABOMBA 3 " .25
FOXTAIL 3 " .25



VISITORS ALWAYS WELCOME

YOU AND YOUR FRIENDS ARE CORDIALLY
INVITED TO SPEND A LEISURE TIME AT
OUR HATCHERY. FOR THE BENEFIT OF
OUT-OF-TOWN CUSTOMERS AND VISITORS
WE ARE OPEN ON SUNDAYS FROM 9:00AM
TO 5:00 P.M.

ACCESSORIES

POOL GOLDFISH NETS
SICK FISH REMEDIES
GARDEN SUPPLIES
AQUARIUM & POOL BOOK

SCAVENGER

POND SNAILS DOZ .50
SCAVENGER FISH PR.35
RED SNAILS 3 for .25
MYSTERY " 3 for .25

OXYGENATING PLANTS

GROUND SHRIMP $\frac{1}{2}$ # .25
TAMAFU (Wafer) " .50
TAMA-SHRIMP " .60
CEREAL FOOD pkg .25